Seminar Archive: Software Tech Support: How to Do More With Less (and Still Provide Insanely Great Service)

Description: How does a software company reconcile the rising demand for “insanely great” tech support with downward pressures on prices and margins?

There are two possible approaches: Whining about the problem (the most popular solution) and delivering support more efficiently.

This seminar provides a detailed look at 10 ways that software companies have reduced unnecessary costs, fine-tuned their support operations, and redesigned their support deliverables to get more bang for the buck.

What will the class cover?

- The metrics that matter
- The 80/20 rule: Focusing on Frequently Asked Questions
- Spotting and fixing what's really broken
- The right way to shift support cases to e-mail
- The right way to shift support cases to the Web
- The right way to shift support cases to a BBS
- The right way to shift support cases to Bangalore
- Erlang tables, queues, escalation models, and other mysteries
- How to design better maintenance contracts
- How to create legendary (not world-class) support.

If you think you're spending WAY too much money on support... or you suspect your support managers are feeding you bogus numbers to get more budget dollars (Hint: They probably are)...or you lose deals because your competitors tell customers you have lousy support...

This seminar will show you how to build a cost-effective, legendary support team.


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